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| **Name:** | Fill in! |

**MARKETING COMMUNICATION 2022/2023**



* Your task is to describe in details a particular area of marketing communication.
* See the table below, find your name and your task (term).
* In the form below the table fill in your answer according to instructions.
* The extent is not limited.
* **Upload this file into IS up to November, 30, 2022!**

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| **Student´s name** | **Task** |
| Adebayo, Ariyo Simeon | Active direct marketing. |
| Achamveettil, Shimogh | Actual creative direct marketing campaigns. |
| Antony, Arun | Adaptation of international marketing communication campaign. |
| Aslej, Mohammed | Affiliate marketing. |
| Babu, Aju | Ambient marketing/media. |
| Boujamlaoui, Mehdi | Ambush marketing. |
| George, Joyal | Astroturfing. |
| Gopalswamy Dhanalakshmi, Sanjaye Prassad | Co-branding. |
| Gopinatha Kaimal, Harigovind | Contemporary rebranding (repositioning) of brands. |
| Chembiparambil Raveendran, Yadukrishna | Content marketing. |
| Chemmala, Muhammed Thasleem | Country-of-origin effect in consumer behavior. |
| Kalathil Purushothaman, Rahul | Cross-merchandising. |
| Kizhakke Veettil, Rahul Babu | Dual branding. |
| Koonari Pezhunthara, Jowherali | Ethnocentrism in consumer behavior. |
| Koothodil, Donald Jacob | Experiential marketing. |
| Kumbalandhanam, Alvin George | In-game advertising. |
| Kuniyil, Riyas | Ingredient branding. |
| Kunjumon, Nirmmal Thekkummalayil | Mosquito marketing. |
| Mannambeth, Arun Raj | Opinion former. |
| Mathew, Anitta | Opinion leader. |
| Nalakath, Shahbas Ali | Passive direct marketing. |
| Pasin, Eralp Cemal | POP display/materials. |
| Perumkuni Thazha, Ranjith | POP-UP stores. |
| Raju, Solomon | Sensation marketing. |
| Sebastian Uthiriyaraj, Solomon Regis | Sensory marketing. |
| Selvaraj, Ruchitha | Shockvertising. |
| Thiruthumal Kamarudheen, Fayhas | Standardization of international marketing communication campaign. |
| Thiyyadiyil, Suthin | Store brand. |
| Vattathottiyil Surendran, Aswathy | Strategy of closed doors  (PR – Crisis communication). |
| Victor, Clintu | Strategy of open doors  (PR – Crisis communication). |
| Vikraman Nair Thulasi, Abhijith | Subliminal advertising. |

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| **My task is:** |
| **Specification of a term:** |
| **Pictures:** |
| **My comments, experience and recommendation:** |